

# CHILD POVERTY ACTION PLAN 2019 TO 2022



PLYMOUTH  
CITY COUNCIL



## On a pathway to address child poverty

### 1 Education and Transitions

- Lead a free school meal take-up campaign
- Support the National Citizen Service and other transition schemes
- Narrowing the educational attainment gap



### 2 Health

- Continue the oral health improvement programme
- Set up a Period Poverty initiative in Plymouth



### 3 Income and Employment

- Tackling loan sharks and promoting financial inclusion
- Tackling economic deprivation so that the benefits of growth are felt by everyone



### 4 Partnerships

- More businesses in Plymouth are active in tackling child poverty
- Explore with partners across the city the impact of Universal Credit on children



# Action plan

Theme	Priority	Actions	Targets
Education and Transitions 1	1.1 Lead a free school meal take-up campaign	<ul style="list-style-type: none"> <li>Extend the pilot programme to simplify the application process for parents/guardians.</li> <li>Roll out the online application offer to all schools from the start of the new term 2019 to coincide with an awareness campaign for parents/guardians.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the percentage of children, eligible for benefit-based free school meals, claiming free school meals. Target 80% for 2019/20.</li> </ul>
	1.2 Support the National Citizen Service and other transition schemes	<ul style="list-style-type: none"> <li>Financially support young people who want to access the NCS scheme from disadvantaged backgrounds.</li> <li>Promote the NCS campaign to the young people of Plymouth.</li> </ul>	<ul style="list-style-type: none"> <li>100 children from disadvantaged backgrounds are to be supported through the NCS scheme, by 2022.</li> </ul>
	1.3 Narrowing the educational attainment gap	<ul style="list-style-type: none"> <li>Reduce the attainment gap between disadvantaged pupils and all other pupils.</li> <li>Target specialist support to those schools with the biggest attainment gaps.</li> </ul>	<ul style="list-style-type: none"> <li>The gap in attainment between pupils eligible for FSM and pupils not eligible for FSM is reduced to match the national average by 2022.</li> </ul>
Health 2	2.1 Continue the oral health improvement programme	<ul style="list-style-type: none"> <li>All children in Plymouth have access to oral health promotion advice and parents/families are signposted to dental services.</li> <li>Supervised toothbrushing schemes and fluoride varnish schemes are promoted in schools and community settings to improve oral health.</li> </ul>	<ul style="list-style-type: none"> <li>A 10% reduction in the number of children having decayed teeth removed under general anaesthetic.</li> </ul>
	2.2 Set up a Period Poverty initiative in Plymouth	<ul style="list-style-type: none"> <li>Set up an independent commission to understand the impact of Period Poverty in Plymouth.</li> <li>Start an initiative to combat Period Poverty based on the Commission's recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>Implement the findings of the Period Poverty Commission by 2022.</li> </ul>
Income and Employment 3	3.1 Tackling loan sharks and promoting financial inclusion	<ul style="list-style-type: none"> <li>Increase:                             <ol style="list-style-type: none"> <li>the profile of City of Plymouth Credit Union</li> <li>the number of collection points in the city</li> </ol> </li> <li>Deliver a campaign to tackle loan sharks in the city.</li> </ul>	<ul style="list-style-type: none"> <li>Support a broader range of Credit Union membership e.g. PCC staff and other employees.</li> </ul>
	3.2 Tackling economic deprivation so that the benefits of growth are felt by everyone	<ul style="list-style-type: none"> <li>Run a campaign with sectors with very low wages to ensure the real living wage is paid.</li> <li>Encourage clustering of businesses to increase skills, enable career progression and increase average wages.</li> <li>Work with influencers across the city to ensure that policy is assessed for the impact on the lowest earners (Aligned with the Plymouth Plan 'Growing City').</li> </ul>	<ul style="list-style-type: none"> <li>Get 100 businesses 'signed up' and participating in activities to improve growth and reduce in work poverty.</li> </ul>
Partnerships 4	4.1 More businesses in Plymouth are active in tackling child poverty	<ul style="list-style-type: none"> <li>Raise the profile of Plymouth Children in Poverty (PCiP) activity in the city through traditional and social media channels.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of children reached and supported through PCiP.</li> </ul>
	4.2 Establish links to other partners to embed child poverty e.g. Growth Board	<ul style="list-style-type: none"> <li>Deliver a series of presentations to appropriate boards and panels regarding child poverty.</li> </ul>	<ul style="list-style-type: none"> <li>Delivery of six child poverty presentations/workshops annually to key partners across in the city.</li> </ul>